

Cricketer Shane Lee Joins 1TT

Thrive Tribe Technologies Limited (ASX: 1TT) (“1TT” or the “Company”) is pleased to announce that effective as of 14 March 2024 former Australian international cricketer and media personality Shane Lee has joined the 1TT in the role Chief of Business Development and Chief of Talent Management and Acquisitions. This is a Senior Executive position reporting directly to the Board of 1TT.

In joining the Senior Executive Leadership Team, Shane shall be responsible for International Business Development (in particular the recruitment and retention of domestic and international sporting identities and celebrities to 1TT’s technology platforms) and Talent Management and Acquisitions (talent management of 1TT’s sporting and celebrity signings as well as overseeing the mentoring and management of all talent and employees across 1TT).

In connection with his role, he will oversee operations, strategy and sales and marketing program associated with the Sixty Platform.

Shane Lee played cricket for Australia and captained the New South Wales team. Shane was part of the dominant Australian team that won the 1999 Cricket World Cup. Shane first played for NSW in 1993 and was called up for the Australian team in 1995. Shane featured in two World Cup squads for Australian in 1996 and 1999. Shane is the brother of fellow Australian cricketer Brett Lee.

Together, Shane and Brett are one of Australian and international cricket’s iconic family duos which resulted in them featuring prominently in numerous major international brand’s marketing campaigns such as Weet-Bix for a number of years as one of the highest paid sporting ambassadors at that time across Australian sport. In addition to this commercial marketing experience, Shane brings to 1TT and its roster of talent an international audience including the UK (where Shane played cricket for Somerset) and in the growth market of cricket mad India where he and his brother maintain a significant profile and business and entertainment industry connections.

In addition to Shane's international sporting career, he has extensive experience in media, business, charity and leadership. Shane's success across not only international professional sport having reached the ultimate heights of representing Australia but also his media profile during and post his sporting career make him a vital addition to the 1TT Executive Leadership Team. Shane's career in addition to representing Australia and captaining NSW has included countless television appearances and he even performs to this day in the rock group Six & Out along with his brother Brett and four former NSW teammates. The band first formed in 1999 and was active until 2005. Almost two decades later, Six & Out reunited at the request of Australian Prime Minister Anthony Albanese in 2023.

Commenting on Shane Lee's appointment to the 1TT Executive Leadership Team, 1TT Director Josh Quinn said, "We are thrilled to have Shane join 1TT and be elevated to the Leadership Team. Recruiting numerous sporting identities and celebrities are a crucial part of 1TT's plans for its product suite. The Board has conducted an extensive search for the right candidate to spearhead this initiative. Shane is the right fit for 1TT because a crucial part of our strategy is to set sporting stars up for their careers once they retire. Shane's success playing for Australia is only one dimension of what he brings to 1TT. His success during his career alongside Brett securing a major advertising contract with Weet-Bix (one of the biggest ambassador deals in Australia at the time) and success in media and business which has lasted for over 20 years post his playing career is an inspiration to other sporting identities and a compelling argument as to why they should join 1TT. Shane is the blueprint for how sporting identities and celebrities can remain successful and relevant for an extended period of time during and post their playing careers. To this day, Shane still hosts a podcast named Lunch with Lee and has interviewed the likes of Robbie Williams, Gladys Berejiklian, Karl Stefanovic, Jonathan Thurston, George Gregan and countless other sporting identities and celebrities."

It was essential for such a role that 1TT recruited not just a celebrity but someone who can provide a blueprint for future success on and off the field to current sporting identities and celebrities. Sports stars and celebrities who face hardship (financial and/or mental health issues) post their playing careers are a common phenomenon internationally across multiple sporting codes and media platforms. 1TT in recruiting talent to its product suite wants their involvement and their journey with 1TT to last far beyond their playing careers. A compelling proposition for talent to join 1TT is that involvement during the peak of their career with 1TT will set talent up

with a plan, career and support for decades to come. 1TT in developing the product suite has already met with some of Australia's top player managers to articulate this vision.

Among the essential KPIs for Shane in joining the Executive Leadership team include in the upcoming quarter is to have overseen the signing of a minimum of two more internationally re-known celebrities to join 1TT.

Commenting on Shane Lee's appointment and KPIs, 1TT Executive Director Wesley Culley said, "It is now time for 1TT to deliver to shareholders on the promise of what we the Board see as its immense opportunity in the market. Shane brings incredible ideas and an extensive network across sports, media and business to 1TT. Shane in making his decision to today officially join the 1TT Executive Leadership Team is a culmination of months of extensive due diligence. We feel that Shane is going to bring an incredible amount of energy, ideas and media exposure to 1TT's product suite. The Board appreciate the patience of our shareholders and realise that this year needs to be a significant year for the Company. Signing Shane and setting the KPIs for Shane that we have shows how seriously the Board is taking this pivotal year in the Company's history."

-ENDS-

This ASX announcement has been authorised by Thrive Tribe Technologies Limited's Board of Directors

For further information, please contact:

Thrive Tribe Technologies Limited

Wes Culley

Executive Director

E: info@thrivetribe.tech

P: 1300 000 481

Thrive Tribe Technologies

Level 57, MLC Centre, 19-29 Martin Place, Sydney 2000

E: info@thrivetribe.tech

www.thrivetribe.tech

Thrive Tribe[↑]

ASX Announcement

Thrive Tribe Technologies Limited (ASX:1TT)

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About Us

Thrive Tribe Technologies Limited (Thrive Tribe) is here to create a connected world of thriving humans, inspired by impact-driven business. Extending beyond just the workplace, we want to inspire healthy and happy individuals and communities everywhere.

To achieve this, we'll create a community where individuals can interact with, consume from and be inspired by individuals and businesses trailblazing new paths in their respective industries. Our health and wellness app, Sixty, provides a platform to achieve these goals. We partner with change-makers and disruptive brands to build a better future. Sixty will enable trailblazing businesses and thought leaders to make a positive impact on our community. Our team comprises experienced thought leaders, investors, industry experts, and passionate people committed to real social impact.

We have a wealth of experience when it comes to identifying exciting opportunities and a deep understanding of the start-up, entrepreneurial and health and wellness industries. No one is better placed to help small, purpose-led businesses thrive than our tribe.

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